



# ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Advertisement distribution system for distributing targeted advertisements in television systems
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Application Number: 09/748942



Confirmation Number: 6478

First Named Applicant: Charles Eldering

Attorney Docket Number: T721-15

Art Unit: 2161

Examiner: Brian Shelton

Search string: ( 4602279 or 5231494 or 5534911 or 5559549 or 5579055 or 5585858 or 5600366 or 5621728 or 5650994 or 5724091 or 5752160 or 5790935 or 5966120 or 5978381 or 5990927 or 6002394 or 6009409 or 6009410 or 6020883 or 6088722 or 6253238 or 6263501 or 6418122 or 6463585 or 6487721 or 6516002 or 6615039 or 6675385 or 6724974 or 6738978 or 5446919 or 6020880 or 20020026645 or 20020038455 or 20020104083 or 20020129374 or 20030200128 ).pn.

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## US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
<input checked="" type="checkbox"/>	1	4602279	1986-07-01	FREEMAN			
<input type="checkbox"/>	2	5231494	1993-07-01	WACHOB			
<input type="checkbox"/>	3	5534911	1996-07-09	LEVITAN			
<input type="checkbox"/>	4	5559549	1996-09-24	HENDRICKS			
<input type="checkbox"/>	5	5579055	1996-11-26	HAMILTON			
<input type="checkbox"/>	6	5585858	1996-12-17	HARPER			
<input type="checkbox"/>	7	5600366	1997-02-17	SCHULMAN			
<input type="checkbox"/>	8	5621728	1997-04-01	LIGHTFOOT			
<input type="checkbox"/>	9	5650994	1997-07-22	DALEY			
<input type="checkbox"/>	10	5724091	1998-03-01	FREEMAN			



11	5752160	1998-05-01	DUNN
12	5790935	1998-08-01	PAYTON
13	5966120	1999-10-01	ARAZI
14	5978381	1999-11-02	PERLMAN
15	5990927	1999-11-01	HENDRICKS
16	6002394	1999-12-01	SCHEIN
17	6009409	1999-12-01	ADLER
18	6009410	1999-12-01	LEMOLE
19	6020883	2000-02-01	HERZ
20	6088722	2000-07-01	HERZ
21	6253238	2001-06-01	LAUDER
22	6263501	2001-07-01	SCHEIN
23	6418122	2002-07-01	SCHOENBLUM
24	6463585	2002-10-01	HENDRICKS
25	6487721	2002-11-01	SAFADI
26	6516002	2003-02-01	HUANG
27	6615039	2003-09-01	ELDERING
28	6675385	2004-01-01	WANG
29	6724974	2004-04-01	NARUTO
30	6738978	2004-05-01	HENDRICKS
31	5446919	1995-08-01	WILKINS
32	6020880	2000-02-01	NAIMPALLY

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## US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
1	1	20020026645	2002-02-01	SON			
2	2	20020038455	2002-03-01	SRINIVASAN			
3	3	20020104083	2002-08-01	HENDRICKS			
4	4	20020129374	2002-09-01	FREEMAN			
5	5	20030200128	2003-10-01	DOHERTY			

Signature

Examiner Name	Date
<i>Chris Lambrecht</i>	4/8/2005